

# Network News

STORIES AND NEWS FROM AROUND THE IAA'S WORLD



Inspiring Excellence  
in Communications  
Worldwide

*A one-of-a-kind global network. 4,000 Members. 56 Chapters. 76 Countries.*

**INSIDE  
THIS  
ISSUE**

IAA Responsibility Award.....1

New IAA Member Benefit.....1

42<sup>nd</sup> IAA World Congress.....1

IAA-Dentsu Poster Competition.....2

Chapter news.....2

In memoriam.....2

**Network News with updates and information on the IAA worldwide community!**

We hope that this newsletter will serve as the communications tool to keep you in touch not only with us at the WSC but with each other as well.

We welcome your input. If you have any reports, events, pictures, please send them in or simply forward directly to [Marie Scotti](#) any newsworthy items that you'd like to share with your fellow IAA members. We look forward to hearing from you soon.

**IAA Responsibility Award - deadline extended to February 1**



The IAA, in association with Act Responsible and supported by Ad Forum, has launched the 2nd worldwide award competition to recognize the role of socially responsible communications.

The IAA Responsibility Award addresses how the advertising community communicates environmental and social responsibility issues. The award is designed to demonstrate and stimulate the advertising industry's commitment to responsible communications.

Judging will take place in March 2010 and the awards will be presented during the 42<sup>nd</sup> IAA World Congress in Moscow in May.

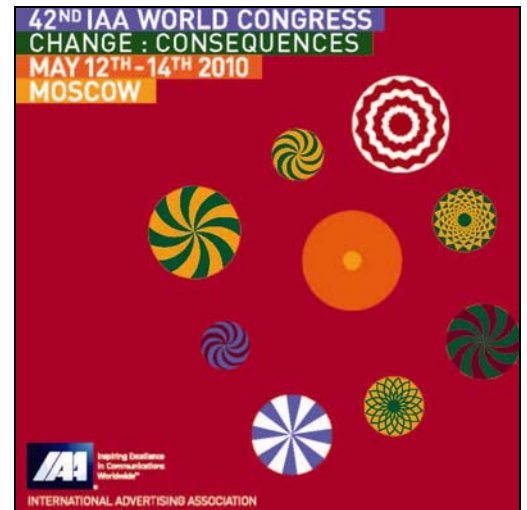
For details on the award and to download the rules and submit your work, please [click here](#).

**New IAA Member Benefit - reduced rates on Haymarkets Publications**

The UK Chapter has arranged with Haymarket publishers to offer IAA members discounts on their marketing publications: *Campaign*, *Marketing*, and *PRWeek*. Save 15% by ordering through the following members-only links:

- Campaign [www.haysubs.com/cxiaa10](http://www.haysubs.com/cxiaa10)
- Marketing [www.haysubs.com/mxiaa10](http://www.haysubs.com/mxiaa10)
- PRWeek [www.haysubs.com/priaa10](http://www.haysubs.com/priaa10)

**42nd IAA World Congress  
May 12-14, Moscow, Russia -  
registration now open - Early Bird  
Rates available through February 15!**



Between the 12<sup>th</sup> and 14<sup>th</sup> of May the global advertising industry will gather in Moscow under the patronage of the Russian Federation and the City of Moscow, IAA co-organizers.

Under the theme CHANGE: CONSEQUENCES, the 42<sup>nd</sup> IAA World Congress will have its usual cutting edge program addressing key industry issues and insights. Speakers will represent the world's major brands, agencies, media companies, academics, futurists and high level government.

Confirmed speakers include **Maurice Levy**, Publicis Groupe; **Sir Martin Sorrell**, WPP; **Emilio Azcárraga**, Televisa; **Marc Pritchard**, Procter and Gamble; **Michael Mendenhall**, Hewlett-Packard; **Darren Huston**, Microsoft; **Darren Shaw**, Shaw Brothers; **Serge Dumont**, Omnicom Group; **Laurence Boschetto**, Draft FCB; and **Joanne Davis**, Joanne Davis Consulting.

As the IAA Congress takes place under the patronage of the government – sessions will be held within the Kremlin itself, in the State Palace Congress Center.

The evening events include glittering champagne receptions and dinners at stunning venues including the Ritz - Carlton Moscow, the Kremlin Palace and The Bolshoi Theatre.

For more information and to register, please visit the [Congress website](#).

We welcome any suggestions, ideas or information for this newsletter. Visit our website at [iaaglobal.org](http://iaaglobal.org)

## Education program update

### 2<sup>nd</sup> IAA-Dentsu Global Student Poster Competition launched



The IAA has launched the 2<sup>nd</sup> annual IAA-Dentsu Global Student Poster competition, which builds on the 'responsibility' thread of its mission.

In recognition of the critical impact of environmental issues, this year's theme is *biodiversity*, supporting the United Nations, which has designated 2010 as the International Year of Biodiversity. Student teams will be tasked with designing a poster creating citizen and consumer awareness of biodiversity.

The global student poster competition is being launched in support of the United Nations action on climate change, and is made possible by a donation from Dentsu Inc. For more details and to download the brief, please [click here](#).

### IAA UAE Chapter supports the 3<sup>rd</sup> Dubai International Advertising Festival



The Festival takes place March 14-16 at The Palladium in Dubai. Featuring 16 seminars and four workshops over two days, the festival brings together advertising talent from across the Middle East and North Africa regions. The 4<sup>th</sup> Dubai Lynx Awards will be presented the evening of March 17 and honors creative excellence in print, outdoor, TV/Cinema, radio, media, direct & sales promotion, interactive and integrated advertising and a new category this year for "craft". Please visit their [website](#) for more details.

## Chapter News

### Europe

#### UK Chapter January luncheon

**Miles Young**, CEO of Ogilvy & Mather Worldwide spoke at the January 21 chapter luncheon. The title of his speech - "Latter Day Confessions" took an irreverent look at the challenges of the global communications business as it enters the "teenies".

#### Sweden Chapter's Wine and Cheese event

On January 21 the Chapter heard from **Hans Andersson**, Senior Account Director & Partner, Forsman & Bodenfors speak on the Libero Success Story on how F&B repositioned Libero baby diapers and how the agency is considered one of Europe's top three agencies in 2009 and continues to win awards for effectiveness and creativity.

### Middle East/Africa

On January 19 the Kuwait Chapter, in cooperation with the Dubai Lynx Ad festival and Cannes Lions presented an invitation-only screening of last year's Dubai Lynx award winners.

### IAA Chapters Celebrate the Holidays

#### The NY Chapter hosted a 60s-themed ball - "The real Mad Men of Madison Avenue"



### UK Chapter holiday luncheon



### In memoriam

#### Michael Karnig

It is with sadness that we report the passing of Swedish Chapter President Michael Karnig in December after a battle with pancreatic cancer.

Michael began his international advertising career in 1979, as a trainee for McGraw Hill Publishing Company in New York. After working with Benn Bros. in London, and CEP in Paris, Michael joined his father in 1981 in creating Andrew Karnig & Associates, which evolved into the largest international media representative in the Nordic region.

In 2002 Michael created karnig4media, with the objective to provide Nordic advertising and their agencies with unique multi-national, multi-platform media solutions.

Michael became president of the newly re-activated Sweden Chapter in 2003 and made many contributions to the association during his term as world board member.